Capital Power

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OUR LOGO AND VISUAL IDENTITY GUIDELINES

OUR VISUAL IDENTITY

The Capital Power visual identity is made up of four basic elements: the Capital Power logo; our type family; our colour palette; and our layout style. You will find the full guidelines for using these elements in the pages that follow.

Digital files and templates are available within Microsoft Office applications and from Corporate Communications.

FOCUSING ON THE BRAND

The Capital Power logo is our most important distinguishing graphic element. It should appear on all of our visual communications. The Capital Power logo comprises three core elements that together form our corporate signature.

The Capital Power icon is the main visual identifier for the company. The icon is created from two distinct elements in perpetual motion, forming a continuum of energy generating its own sense of power. It speaks to the concept of elements coming together in harmony and conveys a sense of partnership and connection. The continuous nature of the icon speaks to the promise of constant and reliable energy supply. The icon also works to reinforce the brand name and increase retention and recall by conceptually representing the letter C as in Capital and P as in Power.

CAPITAL POWER CORPORATION WORDMARK

The Capital Power Corporation wordmark grounds the identity and provides the legal corporate name. It is created from a type style that is clean, simple and professional, yet contemporary. The bold weight of the strokes indicate strength and a firm foundation. The rounded, open bowls and counters of the characters reinforce the sense of continuum, completeness, transparency and openness. The choice of a sans serif font balances the conservative and established tone with a modern aesthetic.

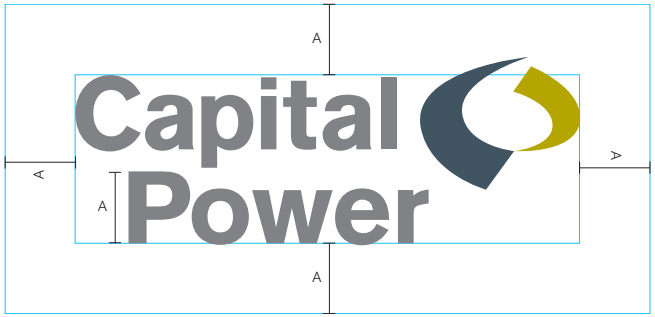
CORPORATE COLOURS

The logomark comprises two unique corporate colours:

Fresh steel blue (PMS 7545C) represents corporate strength, security and heritage, yet is distinct from the typical “corporate blue” to add a sense of newness and a contemporary tone.

Contemporary green with yellow undertones (PMS 3975C) provides a progressive accent that adds vibrancy and energy to the brand, while connecting it to the key concept of energy balanced with environmental responsibility.

Download the Capital Power logo from capitalpower.com or the corporate intranet



USE OF THE CAPITAL POWER LOGO

The preferred Capital Power logo is the full-colour (three colour) logo. The preferred logo should be used whenever possible.

The logo is never to be broken apart into a wordmark and an icon. It must always appear together.

FREE SPACE ALLOCATION AND MINIMUM SIZE

The Capital Power logo requires space around it in order to maximize its presence and stand out. An exclusion zone surrounds the logo and prevents any graphic elements from interfering with the integrity of the logo. The “exclusion” or “safety” zone is proportionate to the size of the logo. Minimum size of logo should not be less than 1”.

PREFERRED PLACEMENT OF THE LOGO

On all documents where the logo is the only indicator that the material belongs to or is associated with Capital Power, the preferred placement of the logo is the top right of the document.

In instances where readability, emphasis or prominence is impaired by using the preferred placement, the logo may be placed in a more appropriate location.

Preferred placement on other design materials depends on the design of the piece. Legibility of the logo and respect for the logo’s surrounding whitespace must always be ensured.

USE OF THE CAPITAL POWER LOGO AND OTHER LOGOS

Follow the minimum space requirements and minimum size requirements. Generally, the logos should be placed as far apart from each other as possible so they do not compete for prominence.

LOGO COLOUR

There are three basic logo options: the three-colour version, the solid black version and the reverse (white) version. Please ensure that you use the correct master artwork.

WHEN TO USE EACH LOGO

The **colour logo** is recommended in all applications when producing four-colour materials. Do not use the colour logo when printing in black and white—this will result in the logo appearing varying shades of grey.

The solid **black logo** is only an alternative. Use only when there are print or production constraints. Use the black logo when printing on solid light-coloured backgrounds.

The solid **white logo (reverse/knockout)** is only an alternative. Use only when design restraints require it. Use this logo when printing on solid dark-coloured backgrounds.

Colour logo (preferred logo)

Black-and-white logo

Reverse (sometimes referred to as knockout version)

Download the Capital Power logo from capitalpower.com or the corporate intranet

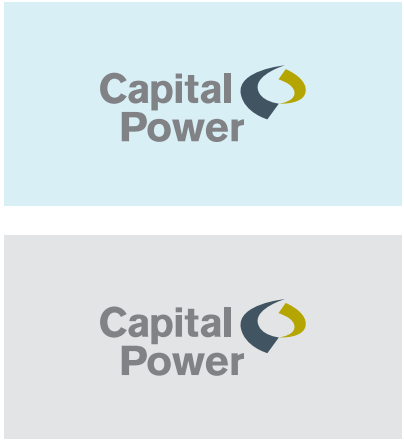
FULL COLOUR LOGO USE ON BACKGROUNDS

Whenever using the logo, visibility must be ensured. Whenever possible, use the three-colour logo.

When background or contrast prohibits the use of the preferred logo, choose a logo version from the alternative logo colours (black or white) that maintains logo legibility.

DO'S

Full-colour logo can be used with lighter-screened background colours where the logo has a dominant presence.



DON'T'S

Full-colour logo cannot be used on strong colour or used on top of busy photo backgrounds.

INCORRECT LOGO USE

It is important to maintain the integrity of the Capital Power logo. Avoid any alterations or adjustments to the logo in colour, size, placement, aspect ratio, or elements that are not approved of in the standards. The samples here illustrate a number of incorrect uses of the logo.

Do not outline the logotype

Do not change logo colour

Do not change the proportions of the logo

Do not substitute logotype font

Do not change the angle of the logo

Do not surround the logo with a keyline

CORPORATE COLOURS

PMS (Pantone Matching System) colours have been chosen for our colours and should never be substituted or altered outside of the approved variations defined in these standards. When possible, pull colours from our secondary palette to add vibrancy to your work.

PRIMARY

Coated	Uncoated	Process	RGB
PMS 7545C	PMS 547U	30 C 5 M 0 Y 75 K	92 R 111 G 123 B
PMS 3975C	PMS 3975U	0 C 3 M 100 Y 35 K	195 R 182 G 0 B
PMS COOL GRAY 8C	PMS 424C	0 C 0 M 0 Y 60 K	161 R 160 G 164 B

SECONDARY

Coated	Uncoated	Process	RGB
PMS 631C	PMS 631U	67 C 0 M 12 Y 2 K	38 R 188 G 215 B
PMS 5855C	PMS 5855U	0 C 0 M 31 Y 18 K	217 R 211 G 164 B
PMS 145C	PMS 145U	0 C 47 M 100 Y 8 K	229 R 142 G 26 B

TYPOGRAPHY

Using consistent typeface helps Capital Power reinforce its brand. Contemporary, easy-to-read typefaces have been identified for both professional and in-house production.

The use of type must convey structure and hierarchy. Important information should be easily visible and draw the eye.

Print or professionally-produced documents

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!&()

AKZIDENZ GROTESK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!&()

B AKZIDENZ GROTESK BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!&()

BLK AKZIDENZ GROTESK BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!&()

Online applications and internally-produced documents

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890!&()

ARIAL-ITALICMT

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1234567890!&()

ARIAL-BOLDMT

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1234567890!&()

ARIAL-BOLDITALICMT

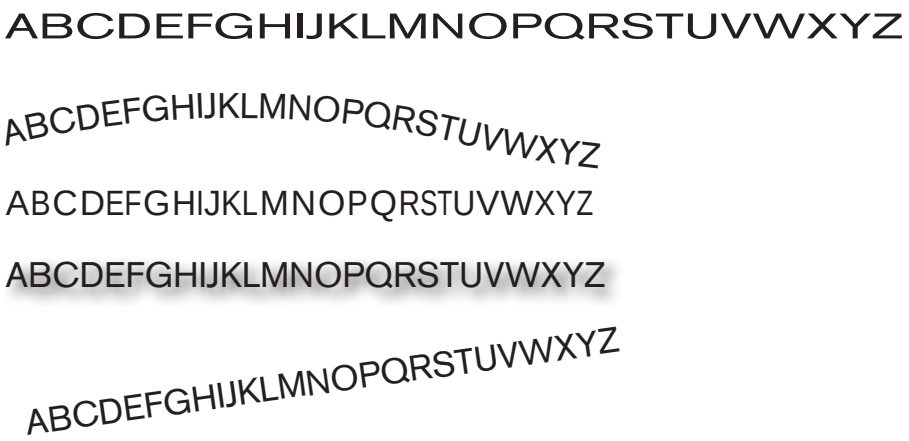
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!&()

Use of typography

Capital Power selected its typefaces to convey confidence, clarity, and authority. In order to ensure our communications project this, we must follow proper standards.

There are many options within the standards; however, there are a few treatments that are to be avoided:

1. Do not stretch or distort the type
2. Do not place type on a curve
3. Do not substitute any other font
4. Do not use special effects—drop shadows, outlines, etc—with the type
5. Do not angle or change the perspective of the type



IMAGERY AND PHOTOGRAPHS

Photography

Photos and graphics that capture our strategic communication themes of leadership, innovation and engagement include:

- Capital Power facilities
- Employees on the work site
- Use of emerging or new technology
- Wildlife and environment in and around our facilities
- Interpersonal interaction and engagement
- Images that convey motion, momentum and energy

The use of clipart in Capital Power materials is strongly discouraged.

SAFETY AND SECURITY

Please work with Corporate Communications toe ensure photos used comply with Security and HSE requirements.

QUALITY

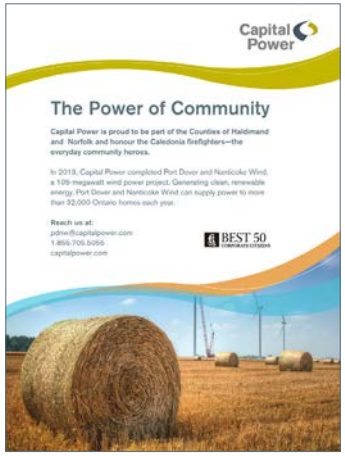
Images used in print publications need to be of high-enough quality that they are not pixilated when printed. Check with your printer for the minimum resolution or dpi (dots per inch) for photos for your project.

Download the Capital Power logo from capitalpower.com or the corporate intranet

Image effects

The “lines” from our visual materials can be overlaid over images and photos to convey movement and energy.

Images can also be placed in a cut-out shaped by our lines of movement, as illustrated by our templates:



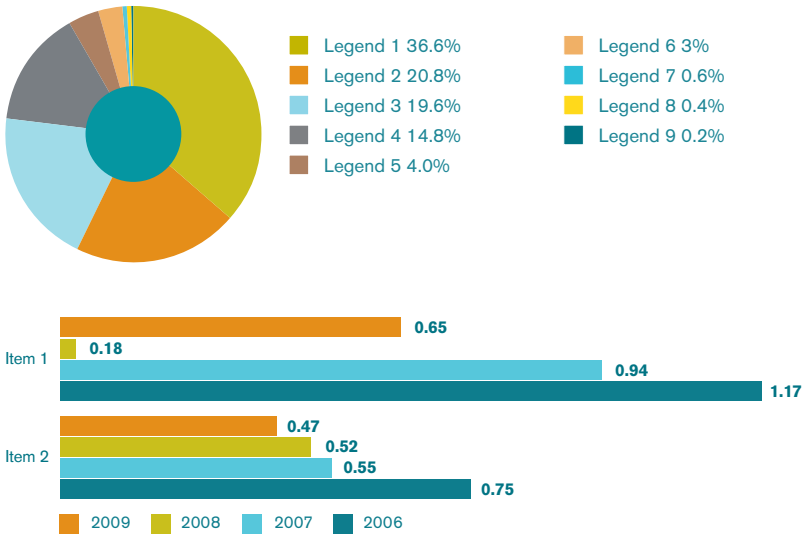
CHARTS, GRAPHS AND TIMELINES

Charts and graphs

Charts and graphs for presentation boards and other print material should be developed by a designer. Charts and graphs can use a combination of our primary and secondary colours.

POWERPOINT CHARTS AND GRAPHS

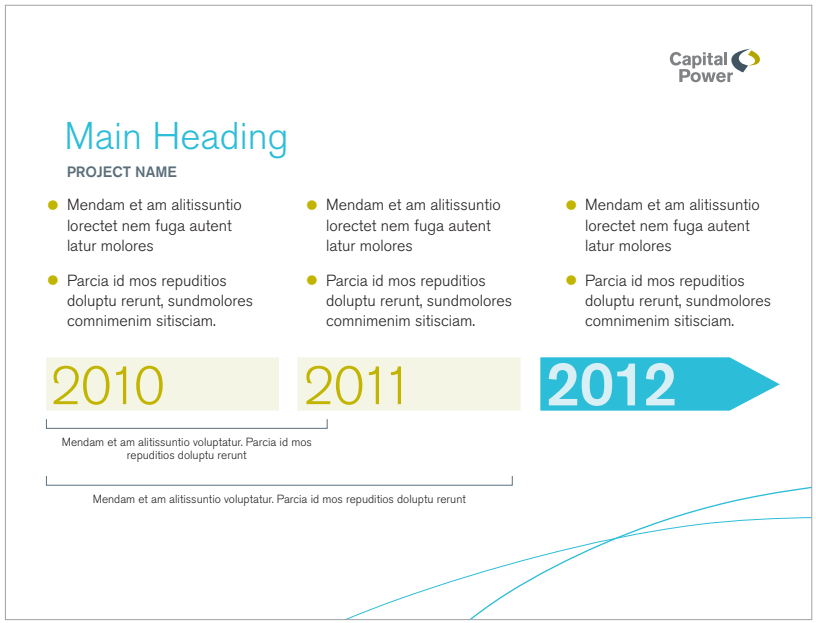
Our corporate PowerPoint is set up to facilitate the creation of charts and graphs. A colour scheme is included in the PowerPoint template.



Access the PowerPoint template within Microsoft PowerPoint or contact Corporate Communications.

Timelines

Capital Power has developed templates to assist you in putting together your timeline. For assistance, contact Corporate Communications.


Capital Power
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2011
2012
Mendam et am alitissuntio voluptatur. Parcia id mos repuditios doluptu rerunt
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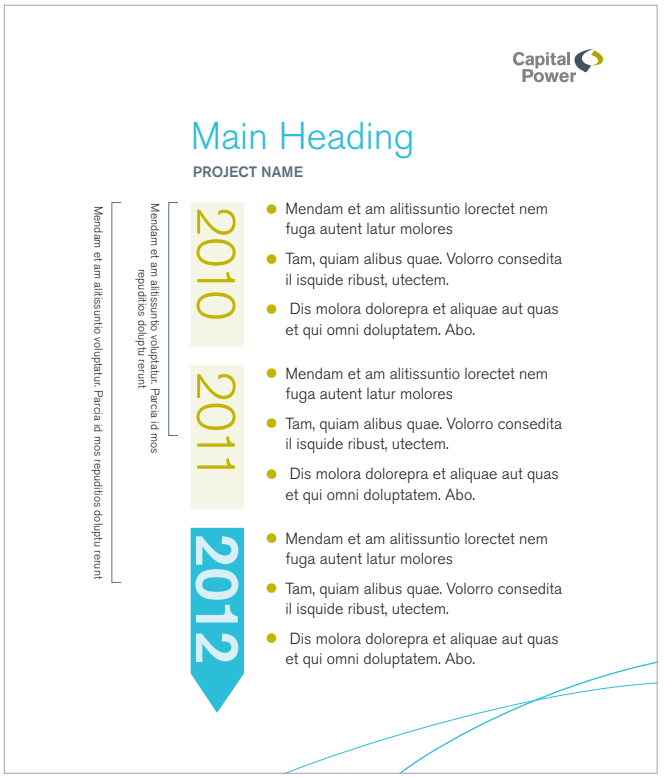
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Contact Corporate Communications for design templates

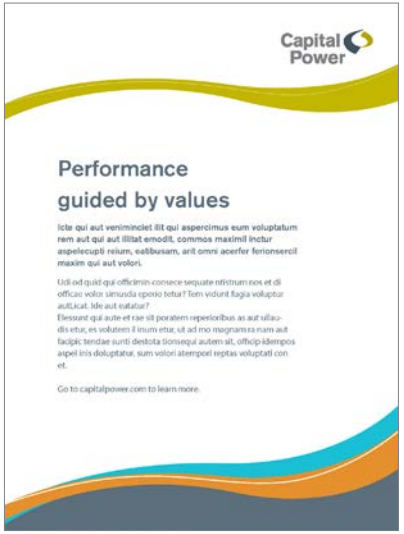
GUIDELINES FOR COMMUNICATIONS MATERIALS

ADVERTISING

Creating a professional image extends beyond visual elements to include consistency in speech, written word, and presentation. By tying all elements together, we create a unified front of a company that understands itself and has a clear and strong identity.

Ad layouts can be used for print or electronic media.

Corporate Communications creates and maintains a selection of corporate advertising templates and messages. If creating a new ad, please work with Corporate Communications to ensure design, messaging and content support Capital Power's strategy.



Contact Corporate Communications for design templates.

NEWSLETTERS AND FACT SHEETS - PROFESSIONALLY-DESIGNED

NEWSLETTER

MAY 2012
CONNECTION
Top Level Heading
Subhead
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100
(PULLOUT - FACTOID STYLE) PERCENTAGE OF EMPLOYEES MEMBERS OF CAPITAL POWER'S REGISTERED DEFINED CONTRIBUTION PLAN OR THE LOCAL AUTHORITY PENSION PLAN
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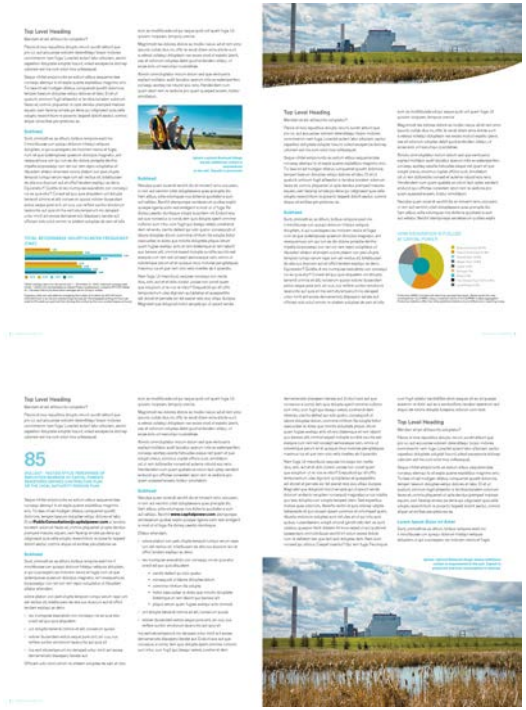
WARBURG, ALBERTA T0C 2T0 CANADA
Capital Power



FACT SHEET

Capital Power
CAPITAL POWER
Breaking News
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85
PERCENTAGE OF EMPLOYEES MEMBERS OF CAPITAL POWER'S REGISTERED DEFINED CONTRIBUTION PLAN OR THE LOCAL AUTHORITY PENSION PLAN
Wind Power
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cientis dellest qui volo quatur
consequodi ut labore doluptae dolum
commima nihitium illa volupta
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www.capitalpower.com
(photo caption) Nitrogen oxide emissions at the North Island plant in California are one-sixth of previous levels.

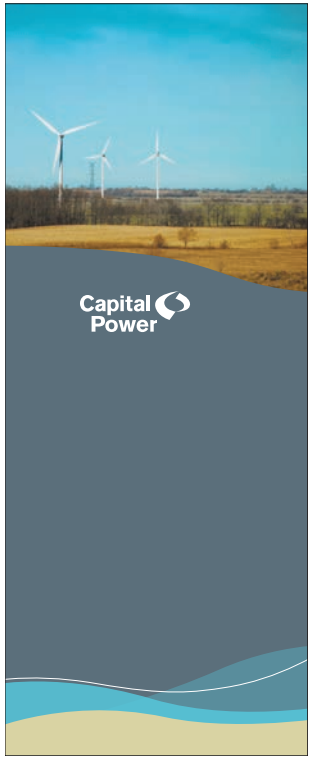
Contact Corporate Communications for design templates.

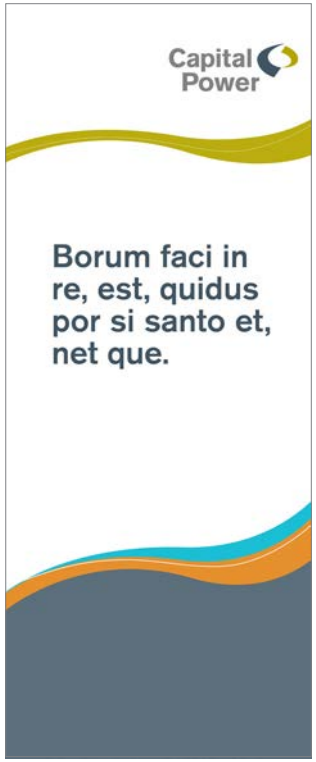
BANNERS

Pull-up banners

Templates allow you to substitute a photo of your choice into the design. The designs below can be customized and altered, or similar designs created, in conjunction with a designer and Corporate Communications.

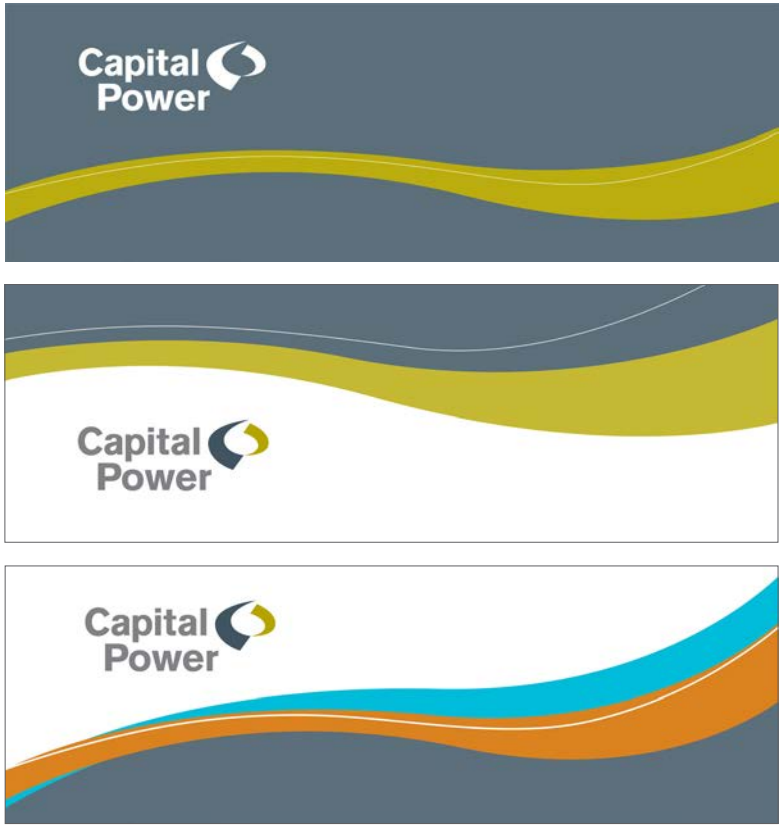
Contact Corporate Communications for assistance.





Contact Corporate Communications for design templates.

Horizontal banners



Contact Corporate Communications for design templates.

SECURITY CARDS

The capital Power ID security cards are 2.051" wide x 3.303" deep (CR79), photo size is 1-3/16" wide x 1-1/2" deep.

The person's name is set in Arial, 7-point type. The ID number's name is set in Arial Bold, 7-point type, loose track.

COLOUR BREAKDOWN FOR SECURITY CARDS:

Student: PMS 3975; green

Contractor: PMS 485; red

Employee: PMS 631; blue

Temporary: Cool Gray 8

Executive: PMS 145; orange

Board Member: PMS 145; orange

Communications, in conjunction with Security & Contingency Planning coordinates the production of security cards. Contact either unit if you have any questions.

SIGNAGE

Capital Power signs are functional yet also serve to reinforce the Capital Power name and brand. It is important that all signs are consistent from one location or event to the next.

Sign material and appearance are sometimes subject to government codes, leaseholder contracts or other rules or agreements. It is important to know and understand the requirements for signage relevant to your location.

To ensure consistency, work with Corporate Communications to have your sign designed.

ORDERING AND PURCHASING

Each Capital Power facility is responsible for ordering and purchasing its own signage. To eliminate any deviation from the signage guidelines, ensure you are in touch with Corporate Communications during the development process.

Each location is responsible for ensuring signage installations are coordinated with the appropriate authorities and meet all location requirements.

DESIGN STANDARDS

While every location will have site-specific requirements, it is important that all signage follow the basic design standards:

- The Capital Power logo is the primary site identification for exteriors, reception and lobby areas, and on directional signage.
- The Capital Power logo set in strong contrast to its background is designed to create the most impact.
- Not all sites will facilitate the preferred site signage. In these situations, contact Corporate Communications. In specific situations, sign materials or other requirements necessitate solid-colour or other logo treatments.
- Arial is the preferred signage typeface.

Event and open house signs

Capital Power has developed signage templates. Signs for an event should be consistent in size and appearance. Visibility and readability are of utmost importance. Your designer can use the same templates for open house signage, other event signage, or directional signage.

Capital Power
OPENING DOORS
Our voice
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Capital Power
OPENING DOORS
Our voice
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Contact Corporate Communications for design templates.

Reception signage

DESIGN 1

Logo and letters are 0.25" thick acrylic. Colours to match for both the wordmark and icon as follows:

Wordmark: PMS Cool Grey 8 equivalent

Icon: PMS 7545 and PMS 3975 equivalents

Mounted 0.25" off the wall and centered over the reception desk.

The above information should be adhered to wherever possible.

DESIGN 2

Base platform is 0.25" brushed aluminum applied to wall surface.

Logo and letters are 0.25" thick acrylic.

Colours to match for both the wordmark and icon as follows:

Wordmark: PMS Cool Grey 8 equivalent

Icon: PMS 7545 and PMS 3975 equivalents Logo and letters mounted 0.25" off brushed aluminum surface and centered over the reception desk.

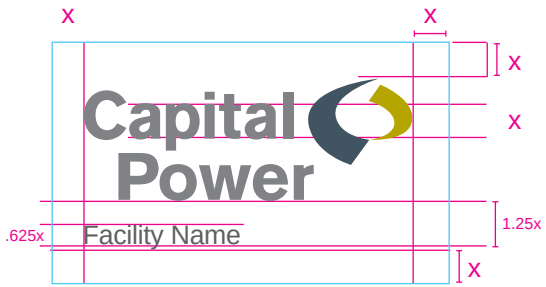
The above information should be adhered to wherever possible.

Exterior signage

Each facility is responsible for its own signage. Appropriate signage and location of the signage are determined by facility location, visibility, etc. In general, however, only the critical information should appear on signs, and only essential signs should be erected. As signage requirements and restrictions vary from place to place, the following guidelines must be maintained

- A minimum of 1x clear space around the Capital Power logo
- Facility name must be in Arial and must adhere to size and placement of the descriptor under the Capital Power logo
- If no color or material restrictions are required from your building's design codes, the preferred color combination is full-colour logo Colour Palette for logo: Coated: PMS 7545C, PMS 3975C, PMS COOL GRAY 8C Uncoated: PMS 547U, PMS 3975U, PMS 424C
- Colour palette for facility name: PMS Cool Grey 8 or equivalent

If your building's design codes prohibit the use of the full-colour logo, or a full-colour logo is not conducive based on existing signage materials in place, please contact Corporate Communications.



For assistance in having your signage developed, please contact Corporate Communications.

Vehicle signage

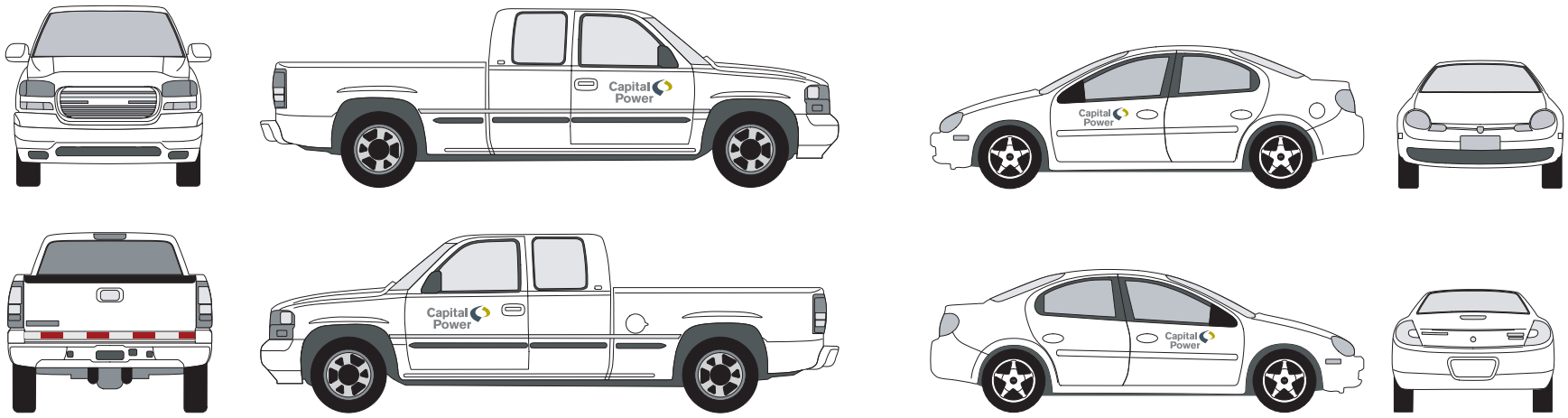
SECURITY VEHICLES

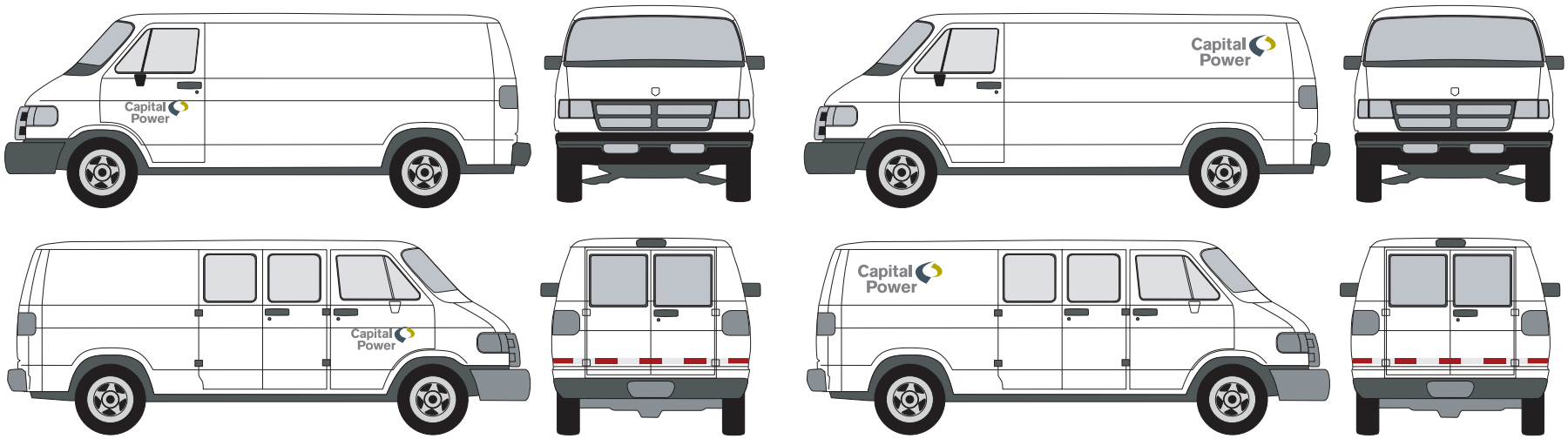
Please contact Security & Contingency Planning.

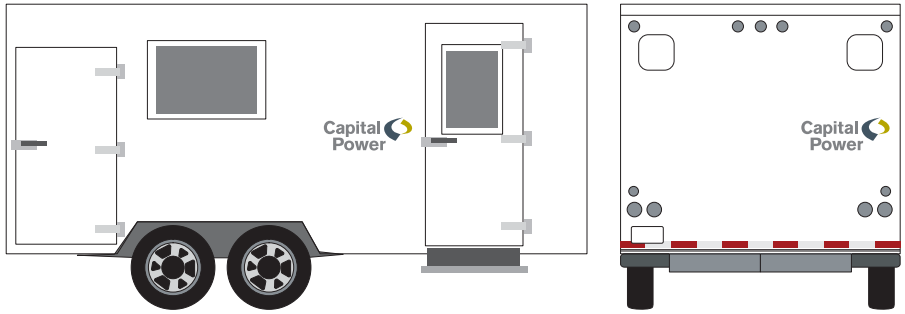
CORPORATE VEHICLES

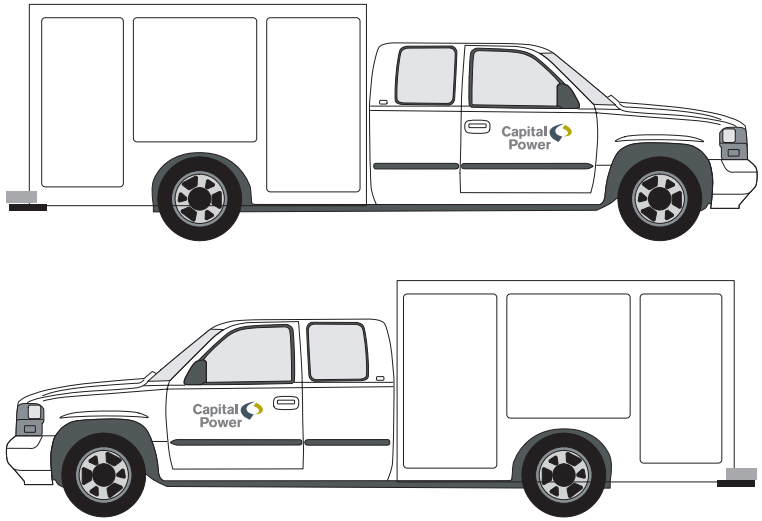
Consistent representation of Capital Power vehicles reinforces our brand and provides mobile and ground-level exposure for our company.

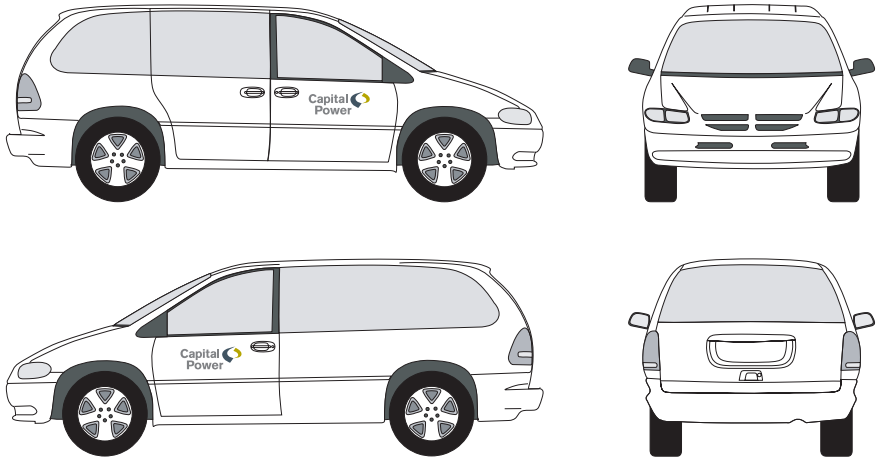
A clearly-visible full-colour Capital Power logo should be used. A reverse (white) Capital Power logo should be used on dark-coloured vehicles.




Capital Power
Capital Power
Capital Power
Capital Power


Capital Power
Capital Power


Capital Power
Capital Power


Capital Power
Capital Power

STATIONERY

Business cards

No other logos or symbols may be added.

FRONT

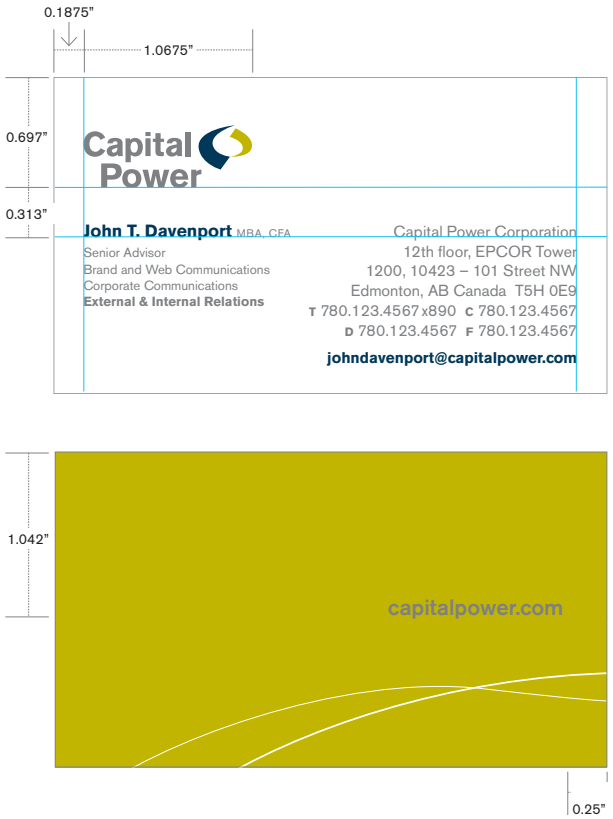
- The logo is set 0.1875" (0p6.75) from the left with the baseline at 0.697" (2p1.094) from the top.
- The person's name is set in B Akzidenz Grotesk Bold, 8-point font on 11.5-point leading and 1.8-point space after with the baseline 1.01" (6p0.72) from the top. The person's credentials should be set in Akzidenz Grotesk, 5-point. Their title should be set in Akzidenz Grotesk, 6-point, upper/lower on 7.5-point leading. The department should be set in B Akzidenz Grotesk Bold, 6-point font on 7.5-point leading.
- The address line is set in Akzidenz Grotesk, 7.25-point font on 9-point leading with the baseline at 1.01" (6p0.72). The email address is set in B Akzidenz Grotesk Bold, 7-point font, 0.05 in" (0p3.6) below the last line of the address/phone information.

BACK

Baseline of the website address is set at 1.042" or 6p3. Use Akzidenz Grotesk Medium, 10-point type.

PAPER STOCK

Classic Crest Solar white 100 lb. cover weight.



Standard mailing envelope

PAPER STOCK

Classic Crest Solar white, square flap

#10 envelope, 4.125” x 9.375”

Start address lines at 1.875” and line up to the logo on the right at 3.75” from the left. Use Arial, 10-point font, left-aligned.

Letterhead

- Start letter at 2.25”.
- Left-align the body copy. Text should extend across the page and extend no further right than the logo.
- Use Arial, 10-point font with 4.5-point paragraph spacing.
- A header, if required, can be 10-point Arial Bold.
- Separate each paragraph by a double return (single blank line). Do not indent paragraphs and avoid hyphens at end of line. Use one space after a period instead of the traditional two.

PAPER STOCK

For both letterhead and second sheet, Classic Crest Solar white 10 lb. text weight is recommended.

Second sheet

The second sheet follows the same rules as the letterhead, omitting the address and the contact details. Logo size and position remain consistent with first letterhead sheet.

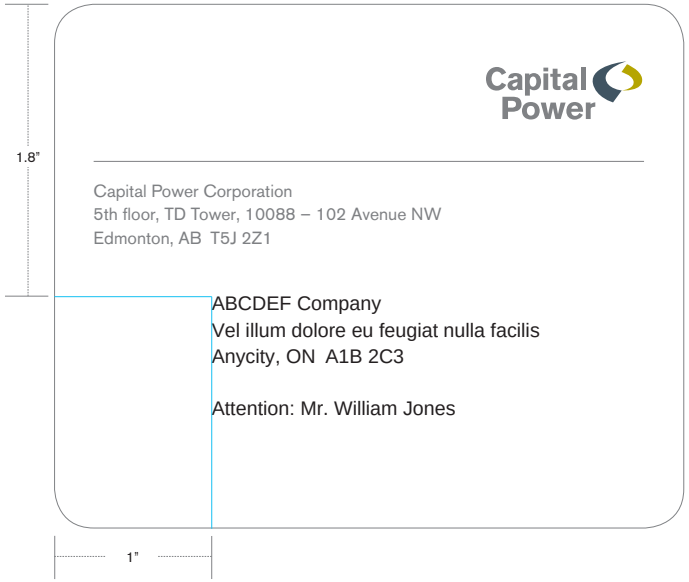
- Body of letter starts at 2.25”.
- Page number should right-aligned and be 0.43” from the bottom using Arial, 9.5-point font..

2.25”
Capital Power
Capital Power Corporation
5th floor, TD Tower, 10088 – 102 Avenue NW
Edmonton, AB T5J 2Z1
T 780.XXX.XXXX F 780.XXX.XXXX
www.capitalpower.com
April 15, 2009
Dolore eu feugiat ncilisis
Vel illum dolore eu feugiat nulla facilisis
Anycity, ON A1B 2C3
Attention: Mr. William Jones
Re: Lorem ipsum dolrem ipsae dolorem acquestat
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.
Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipis uismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat..
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.
Sincerely,
John Smith
Director,
Lorem Ipsum
1.125”
0.825”

Mailing labels

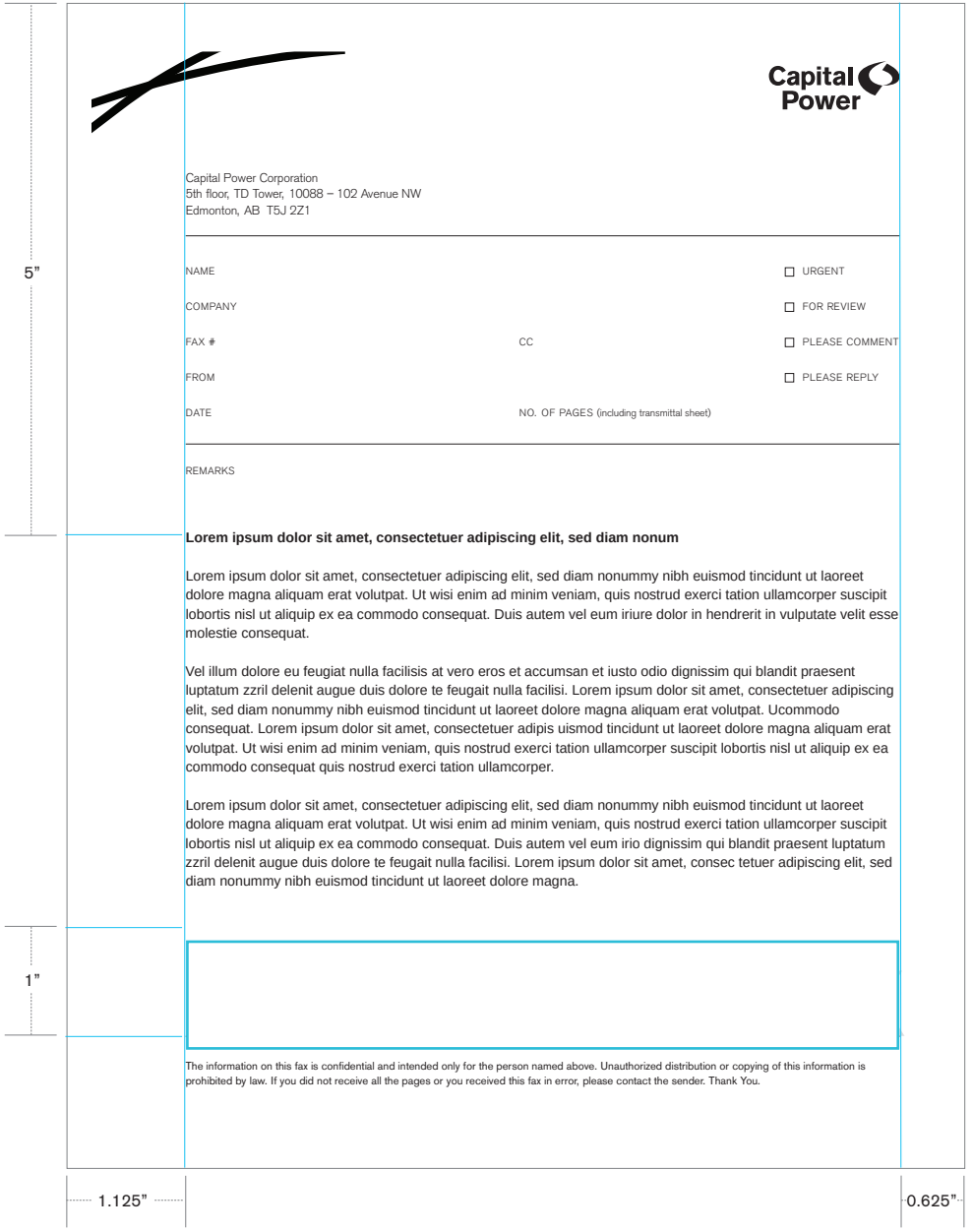
Avery White Ink Jet Mailing Labels, 3 1/3" x 4", White, Item# AVE8164.

- Start typing 1.8" from the top and 1" from the left. Use Arial, 10-point font when typing a label.
- Separate the address from the Attention: line by a double return (single blank line).



Fax sheets

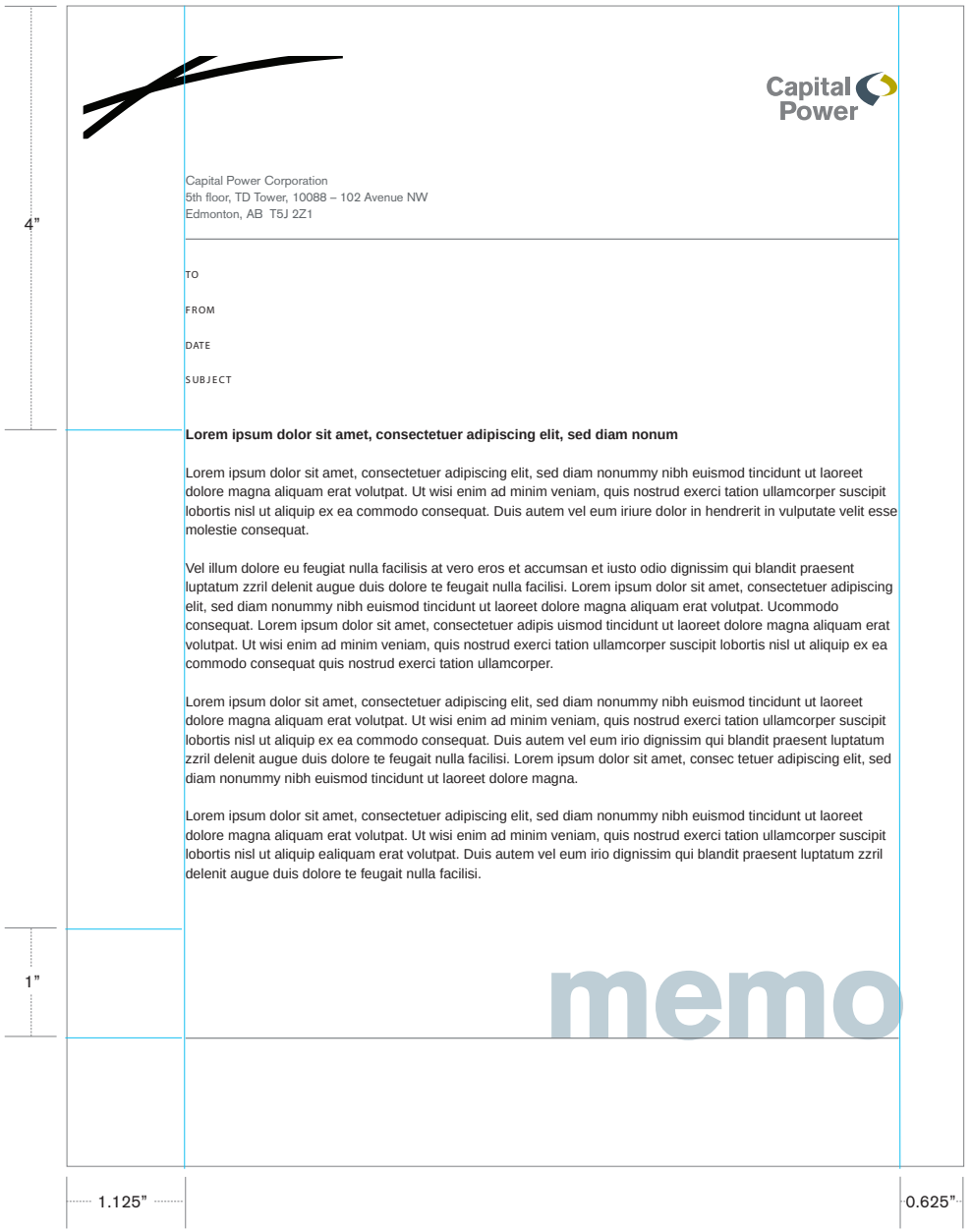
- Fax body copy starts 5” from the top of the page.
- Left-align the body. Text should extend across the page and extend no further right than the logo.
- Use Arial, 10-point font with 4.5 paragraph spacing for the body copy.
- Separate each paragraph by a double return (single blank line). Do not indent paragraphs and avoid hyphens at the end of the line. Use one space after a period.
- End the body copy 1” above the line at the bottom of the page.


5”
Capital Power
Capital Power Corporation
5th floor, TD Tower, 10088 – 102 Avenue NW
Edmonton, AB T5J 2Z1
NAME
URGENT
COMPANY
FOR REVIEW
FAX #
CC
PLEASE COMMENT
FROM
PLEASE REPLY
DATE
NO. OF PAGES (including transmittal sheet)
REMARKS
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonum
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.
Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ucommodo consequat. Lorem ipsum dolor sit amet, consectetuer adipis uismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat quis nostrud exerci tation ullamcorper.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.
1”
The information on this fax is confidential and intended only for the person named above. Unauthorized distribution or copying of this information is prohibited by law. If you did not receive all the pages or you received this fax in error, please contact the sender. Thank You.
1.125”
0.625”

Access the fax sheet template within Microsoft Word or contact Corporate Communications.

Memos

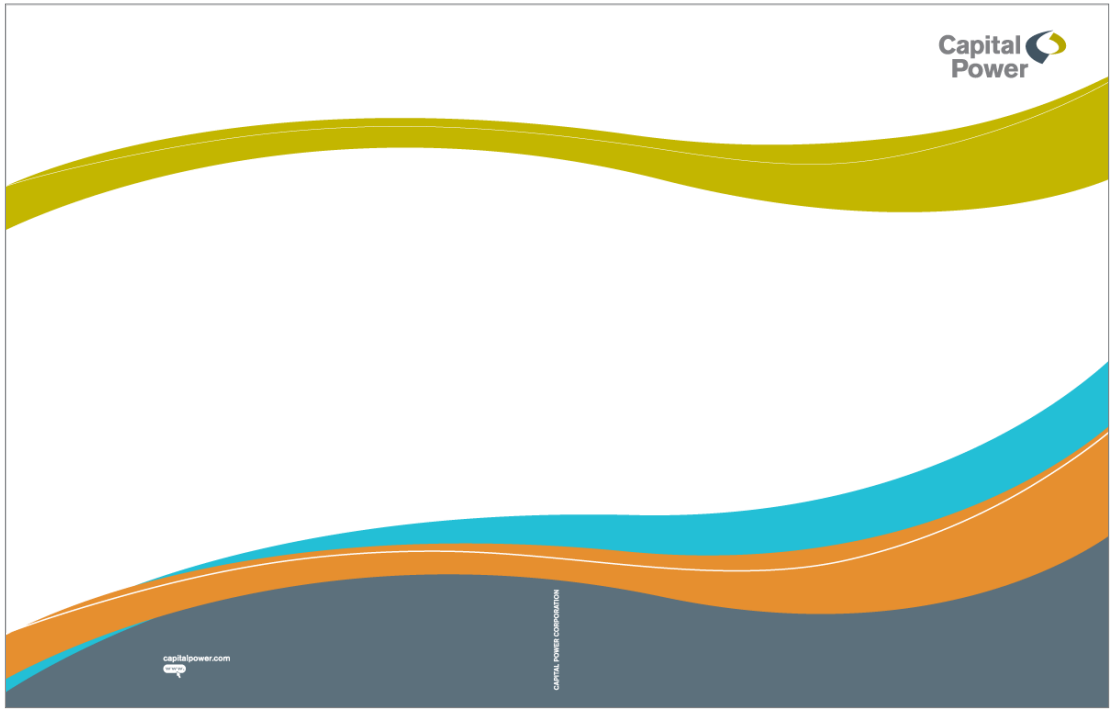
- Start memo copy 4” from the top of the page.
- Use Arial, 10-point font with 4.5 paragraph spacing for the memo body copy.
- Left-align the body. Text should extend across the page and extend no further right than the logo.
- End the body copy 1” above the line at the bottom of the page.
- Separate each paragraph by a double return (single blank line). Do not indent paragraphs, and avoid hyphens at the end of a line. Use one space after a period.


4”
Capital Power
Capital Power Corporation
5th floor, TD Tower, 10088 – 102 Avenue NW
Edmonton, AB T5J 2Z1
TO
FROM
DATE
SUBJECT
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonum
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.
Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ucommodo consequat. Lorem ipsum dolor sit amet, consectetuer adipis uismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat quis nostrud exerci tation ullamcorper.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ealiquam erat volutpat. Duis autem vel eum irio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
1”
memo
1.125”
0.625”

Access the memo template within Microsoft Word or contact Corporate Communications.

Pocket folder

The pocket folder is a 9” x 12” standard format with 4” double pockets.



back front

Order folders online at http://www.capitalpowerprint.com

POWERPOINT PRESENTATIONS

Capital Power has standard PowerPoint templates for presentations. These templates are to be used in all presentations for all audiences.

The use of standard slides promotes consistency, makes it easy to share, update and integrate presentations and information, and ensures Capital Power's visual identity is reinforced.

GENERAL GUIDELINES

- Do not add new elements to the title slide
- Do not resize or recolour fonts
- Do not use clip art
- Do not change the colour of the background
- Follow Capital Power image guidelines for photos

PRIMARY

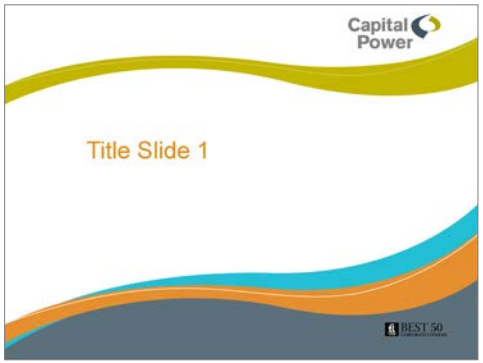
92 R 111 G 123 B	195 R 182 G 0 B	161 R 160 G 164 B

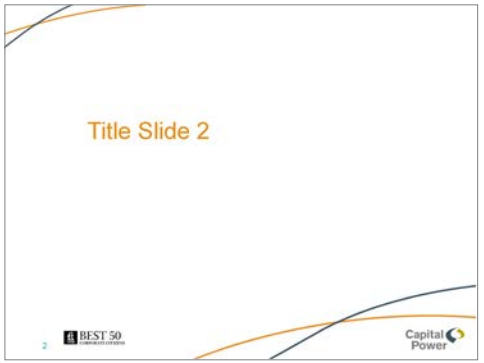
RGB

SECONDARY

38 R 188 G 215 B	217 R 211 G 164 B	229 R 142 G 26 B

RGB





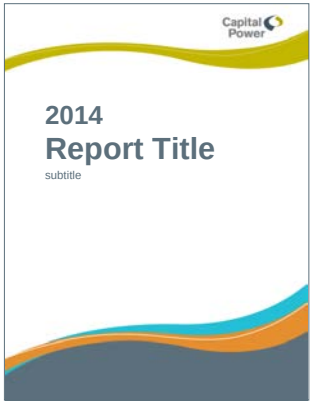
Access the PowerPoint template within Microsoft PowerPoint or contact Corporate Communications.

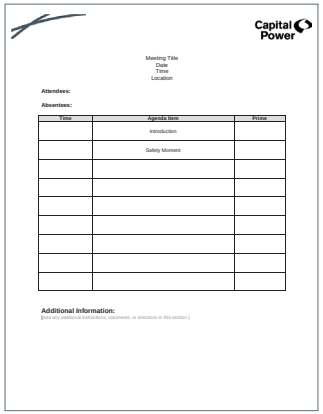
WORD TEMPLATES

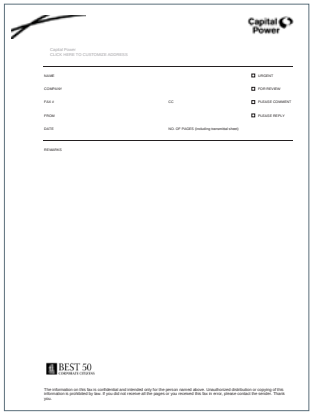
Capital Power has a variety of templates available in Microsoft Word.

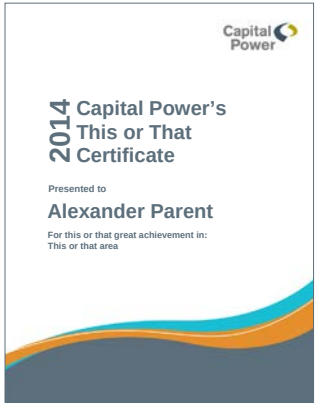
AVAILABLE TEMPLATES

- Report Covers (8.5x11) - four designs available
- Report Covers (8.5x14) - four designs available
- Certificate Template (8.5x11)
- Fact Sheet
- Fax
- News Release
- Agenda








2014 Capital Power's This or That Certificate
Presented to
Alexander Parent
For this or that great achievement in:
This or that area

Access the PowerPoint template within Microsoft PowerPoint or contact Corporate Communications.

OUTLOOK TEMPLATES

Branded templates are available in Microsoft Outlook.

AVAILABLE TEMPLATES

- Capital People
- Capital Connection
- Capital News
- Generic template
- Your I.S. at Work
- Holiday cards

Access the PowerPoint template within Microsoft PowerPoint or contact Corporate Communications.

EMAIL SIGNATURES

Email messages are considered less formal than written correspondence in letter, memo or other form. However, emails, particularly those destined for external audiences, should be professional and consistent in tone and appearance.

CAPITAL POWER BRANDING WITHIN AN EMAIL

- Avoid using graphic elements in email. Graphic elements add to the size and can flag your email as spam and prevent it from being delivered.
- The Capital Power logo should not be used in routine emails (as header, body element, or signature).
- Follow the suggested format.
- No changes to typeface are to be made.
- Do not include slogans, sayings, icons or quotations in the email signature.

EMAIL SIGNATURE FORMAT

Capital Power employees are to add a custom email signature which can be used to sign each company email.

- Custom signature should include the sender's name, title, business unit, and appropriate contact information.
- Custom signature should be in **Arial.** Grey colour: R92 G111 B123. Orange colour: R229 G142 B26.
- The sender's name and Capital Power Corporationshould be in 9-pt bold type. The remaining text should be in 9 pt regular.
- The Capital Power logo is not to be incorporated into the signature.

You may copy one of the suggested formats and paste into your signature in Outlook:

Condensed

NAME | Business Title and Function
Capital Power Corporation

Street Address | City, Province/State | Postal/Zip code
P Office Number | C Cell number | capitalpower.com

Expanded

NAME
Business Title and Function
Capital Power Corporation

Street Address
City | Province/State | Postal/Zip code
P Office Number | C Cell Number
capitalpower.com

EXTERNAL LOGOS

To become recognizable, one logo must be used across all channels to all audiences.

Capital Power does not permit new logos, graphic symbols or elements to be developed for external distribution or promotion to represent business units, initiatives, programs, teams, campaigns or presentations. The reasons:

- Such elements compete for attention and detract from the Capital Power Corporation logo, which is our company's main identifier.
- As a new company, it is imperative we convey a single, unified, consistent and strong image and identity, both internally and externally. It is important to convey that we know who we are and where we are going.
- The development of a number of unrelated logos creates a disjointed image of our company and materials and runs counter to everything we commit to in developing our personality and brand.
- Capital Power's brand standards do not allow for the logo to be separated and the logomark used in any other application.

EXCEPTIONS

The following external programs/initiatives, developed prior to January 2011, are an exception to these guidelines and may maintain the visual identities they have created:

Empowering Communities
Capital Powered Art

PROMOTIONAL ITEMS

Promotional items are used to build and reinforce Capital Power's brand with customers, employees and other stakeholders, and to build a sense of community among Capital Power employees and partners.

ORDERS AND APPROVALS

Approvals must go through Corporate Communications to ensure all products align with our branding strategy.

DEVELOPMENT

On all items, the integrity of the Capital Power logo must be maintained and all logo guidelines followed. Any item bearing the Capital Power logo must adhere to the company's values and convey quality and professionalism.

Three-colour stitching is expensive; in consideration of costs, all-black, all-white, or tone-on-tone production is acceptable.

The required whitespace around the logo must be observed and maintained. No slogans, business units, product names, phrase or other element may encroach the reserved whitespace surrounding the logo.

SPECIAL CASES

Promotional items intended to build teamwork or promote employee community may use a second imprint on the item, such as a team name, accomplishment or initiative. In all instances, the clear space around the logo must be observed.

CONTACT US

If you have questions that are not covered in these guidelines, please contact Corporate Communications:

CORPORATE COMMUNICATIONS
780.392.5543